VALUING ADVERTISEMENTS ON A MAP

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of and claims priority to U.S. application Ser. No. 15/912,085, filed on Mar. 5, 2018, which is continuation of and claims priority to U.S. application Ser. No. 15/488,744, filed Apr. 7, 2017, which is a continuation of and claims priority to U.S. application Ser. No. 14/682,563, filed on Apr. 9, 2015.

TECHNICAL FIELD

This document relates to information presentation.

BACKGROUND

The rise of the Internet has facilitated easy access to information for millions of people. Some website publishers freely publish their content to increase the number of visitors to their respective websites. For example, some news organizations freely provide news coverage to visitors of their respective websites; and some entertainment related websites freely provide entertainment articles and stories to visitors of their respective websites; etc.

One service that publishers can provide is an online map service. Some maps allow users to view traditional street maps, street maps including representations of the actual buildings, and even satellite images.

SUMMARY

In general, this document describes systems and processes for the presentation of information.

In a first aspect, a computer-implemented method includes identifying a portion of a map for presentation on a device, identifying a set of content items in which each content item is associated with a geographic location that is presented in the portion of the map, determining, for a given content item from the set of content items, an adjusted value of the given content item based at least in part on a base value for the content given item and a set of adjustment factors for one or more other content items in the set of content items, selecting one or more of the content items from the set of content items based on the adjusted values of the one or more content items, and providing, over a network and to the device, data that present the selected content items on the portion of the map presented at the device.

Various implementations can include some, all, or none of the following features. Determining an adjusted value of the given content item based at least in part on a base value for the content given item and a set of adjustment factors for one or more other content items in the set of content items can include determining the base value as the value of displaying the particular content item in the absence of other displayed content items, identifying a first geographic location associated with the given content item, identifying a set of second geographic locations associated with the one or more other content items, for one or more of the other content items identifying a given second geographic location of the set of second geographic locations and corresponding to the other content item, determining a given adjustment factor of the set of adjustment factors, the given adjustment factor corresponding to the other content item and quantifying an effect of the other content item upon the given content item, and determining the adjusted value based on the base value

and the set of adjustment factors. The method can also include identifying content item spaces in the map space in which content items can be presented, the content item spaces defining a subset of the map space, wherein the identified content items are provided for presentation in the content item spaces. The method can also include receiving user requests for map directions, the map direction including one or more of a start location on the map and an end location on the map, and selecting the set of content items based on geographic locations associated with the one or more content items and are relevant to one or more of the start location on the map and the end location on the map. The method can also include receiving path data defining directions from the start location on the map to the end location on the map, and selecting the set of content items based on geographic locations associated with the one or more content items are relevant to path data. The set of content items can include content items that are associated with businesses that negatively impact each other. The set of content items can include content items that are associated with businesses that positively impact each other.

In a second aspect, a system includes a map store that stores map data defining a map, a map server in communication with the map store that receives a map request that includes a requested display region from a user device, and identifies a portion of a map for presentation on the user device, the portion of the map being based on the requested display region, and a content server in communication with the map server. The map server performs operations including identifying a set of content items in which each content item is associated with a geographic location that is presented in the portion of the map, determining, for a given content item from the set of content items, an adjusted value of the given content item based at least in part on a base value for the content given item and a set of adjustment factors for one or more other content items in the set of content items, selecting one or more of the content items from the set of content items based on the adjusted values of the one or more content items, and providing, over a network and to the device, data that present the selected content items on the portion of the map presented at the device.

Various embodiments can include some, all, or none of the following features. Determining an adjusted value of the given content item based at least in part on a base value for the content given item and a set of adjustment factors for one or more other content items in the set of content items can include determining the base value as the value of displaying the particular content item in the absence of other displayed content items, identifying a first geographic location associated with the given content item, identifying a set of second geographic locations associated with the one or more content items, for one or more of the other content items identifying a given second geographic location of the set of second geographic locations and corresponding to the other content item, determining a given adjustment factor of the set of adjustment factors, the given adjustment factor corresponding to the other content item and quantifying an effect of the other content item upon the given content item, and determining the adjusted value based on the base value and the set of adjustment factors. The operations can also include identifying content item spaces in the map space in which content items can be presented, the content item spaces defining a subset of the map space, wherein the identified content items are provided for presentation in the content item spaces. The operations can also include receiving user requests for map directions, the map direction including one or more of a start location on the map and an